

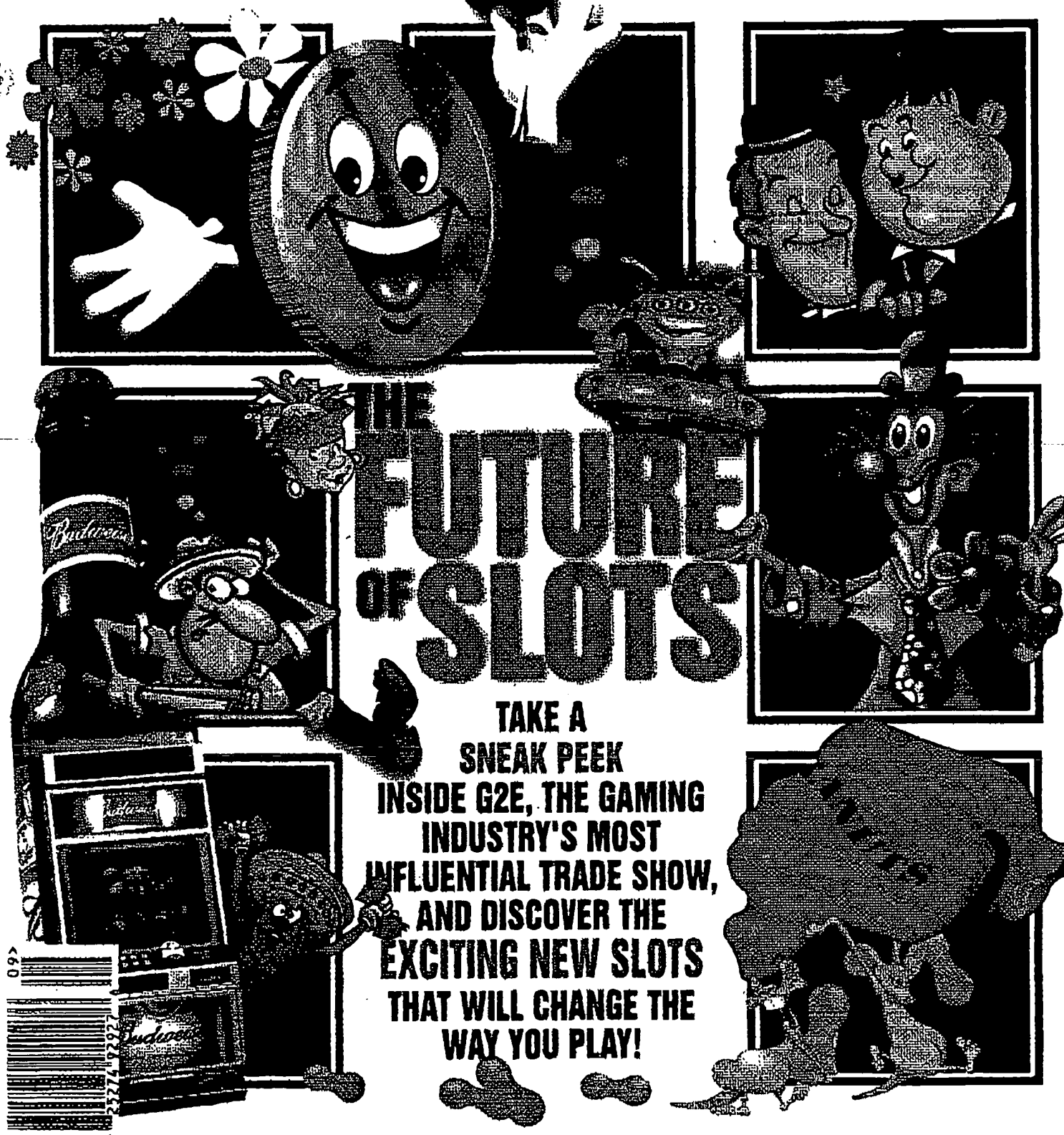
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Strictly Slots

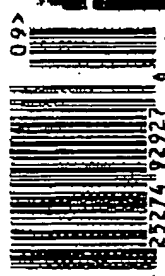
The Magazine for Slot & Video Poker Players

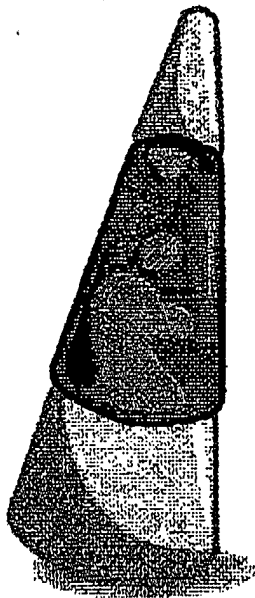
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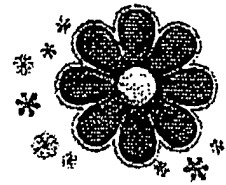
THE FUTURE OF SLOTS

**TAKE A
SNEAK PEEK
INSIDE G2E, THE GAMING
INDUSTRY'S MOST
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AND DISCOVER THE
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THE FUTURE OF SLOTS



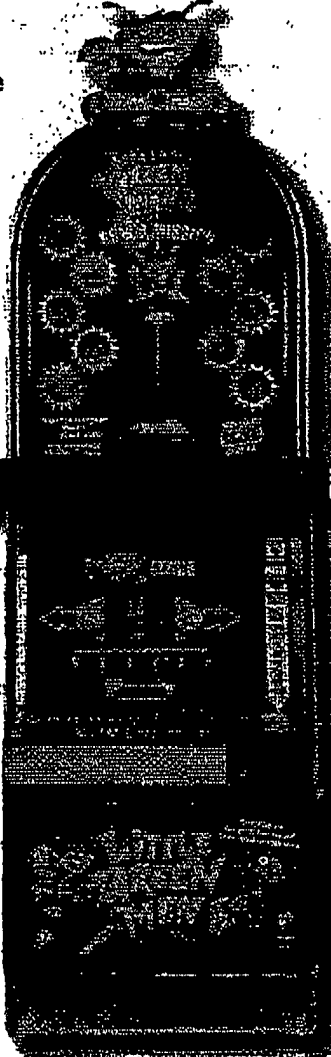
**Take a sneak peek inside G2E,
the gaming industry's most influential trade show,
and discover the exciting new slots
that will change the way you play!**

by Melissa Raimondi

Every industry has its big annual trade show, where all the insiders gather to discuss the issues and preview the latest and greatest they have to offer. For independent film makers, it's the Sundance Film Festival. For the computer biz, it's COMDEX. But if you're in the gaming industry, there's one show you just can't miss: the Global Gaming Expo, more commonly known as G2E. It's a joint venture between the American Gaming Association and Reed Exhibitions, and this year, it's being held at the Las Vegas Convention Center, September 17-19. And everyone in the gaming world will be there—with bells, whistles and multiple paylines on.

Headed by President and CEO Frank Fahrenkopf, Jr., the American Gaming Association (AGA) was created in 1995. Its primary goal was to create a better understanding of the gaming entertainment industry by presenting the facts about the industry to the general public, elected officials, decision makers and the media through education and advocacy.

Issues aside, the star of the show is always the exhibition floor. It's here that the slot manufacturers unveil their latest and greatest games, showcasing the best they have to offer in terms of cutting-edge technology, creativity and design.



Manufacturers spend thousands on their booths alone, rigging them with neon lights and special celebrity guests, all in an effort to entice casino executives to spend some time playing the new games and discovering why their slots are a "must have" this year.

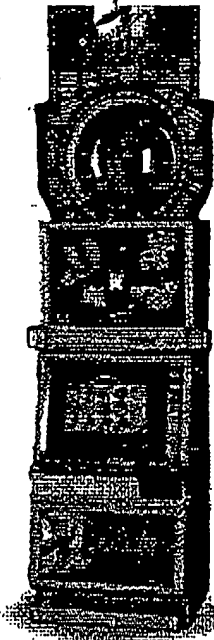
This is top-secret stuff, folks. Slot manufacturers keep their new concepts tightly under wraps right up to their debut. But *Strictly Slots* has been given a sneak peek at what's to come. And trust me, you won't believe what these guys have in store!

So, here's the list, in alphabetical order, of the major manufacturers and their undeniably exciting new creations. Let the games begin!

AC Coin & Slots

Long recognized as one of the leading, most diversified casino supply companies in the country, AC Coin & Slots' products include innovative proprietary slot machines, table games, custom interior casino signage, slot bases and seating.

This year, the company will be showing a number of slots that are joint ventures between IGT and AC Coin & Slot. These include *Bewitched Video Slots*; *Little Green Men, Jr.*; *King of the Grill*; and *Bowzer's Rock N' Roll Party* (remember Sha-Na-Na?).



Brand new for AC Coin is **The Honeymooners**, a collaboration with Shuffle Master. As the newest part of the company's Mix and Match Series, the game uses the TV show's theme song and one-liners from the voices of Jackie Gleason and Art Carney, including Jackie Gleason's famous, "You're goin' to the moon!" The reel-spinning game has a top box with figures of Gleason as Ralph Kramden, dressed in his bus driver's uniform, in his racoon lodge hat, and in his notorious golf get-up. The box also includes images of Norton, Trixie and Alice. The bonus event keeps players spinning the reels until there's a match of a head, torso and feet of one of the characters.

Aristocrat Technologies

Founded in Australia in 1953, Aristocrat was finally granted licensure in Nevada in 2000, opening up a whole new market for its products.

Each year, Aristocrat's design specialists produce in excess of 250 games. This year, the company's big push is its **MXVI platform**, which offers games with graphics in more than 16.7 million colors and 3-D effects. In addition to higher resolution images, the platform allows for synchronized eight-track sound and graphics. For the player, this simply means more fun, with details such as the sound of the "bet" button getting louder as the amount of the bet increases.

Games that will be running on this new platform include **Double Dolphins**, **The Torch**, **Scatter Magic**, **Go for Green** (a slot for golf lovers!) and **Geisha**. The common thread running through each of these slots is multiple bonus events: scatter pays, free spins and award multipliers fill each game with action and the chance for some very lucrative hits.

And if that's not enough bonusing for you, Aristocrat is adding to these machines a concept devoted to bonusing: **Mr. Cashman**. On each of these machines, there is the option of buying the Mr. Cashman bonus feature for an extra wager. Once "purchased," Mr. Cashman, a happy little coin figure, pops up on the screen and offers five bonus events in addition to those already offered in the base game—he "points" to the win meter

and magically increases the amount won, or bounces across the screen, respinning selected reels and multiplying the win by a random value. In a second-screen feature, players can win as many as 40 free games or 1,000 credits.



Atronic

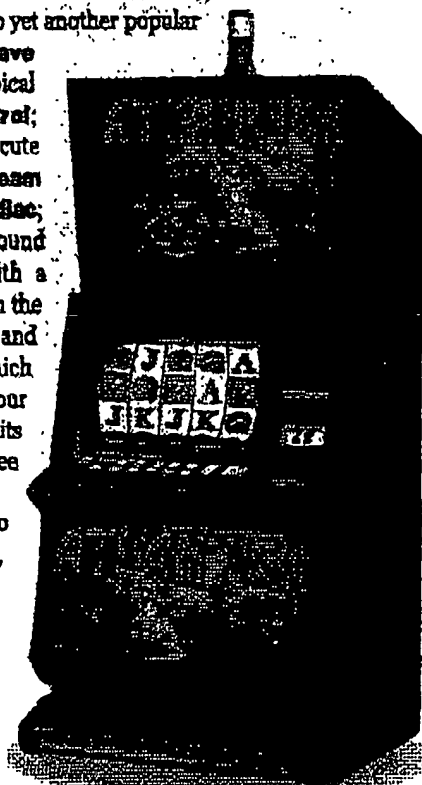
The signature of an Atronic game has always been its ability to offer the player an interactive slot experience, and its new list of products is no exception. This year, the brand will be expanded even more, with the introduction of **Sphinx Magic**, the company's first tower box game. This multilevel progressive, designed to hit frequently, gives the player the option to "win two ways." Doing so makes the player eligible for the "Magic Jackpot," displayed on the top of the tower box. Playing two ways increases the hit frequency. Three or more "Tut & Coin" symbols on an active payline trigger the "Sphinx Magic Feature," which is played out in the "Magic Bonus Cards," also located on the tower box. The player pushes the spin button to start the Magic Light, which randomly stops on one of the five card units; this is repeated until a "collect" card appears. If you get five Magic Bonus Cards, you get either the jackpot (if you're playing "win one way") or the Magic Jackpot.

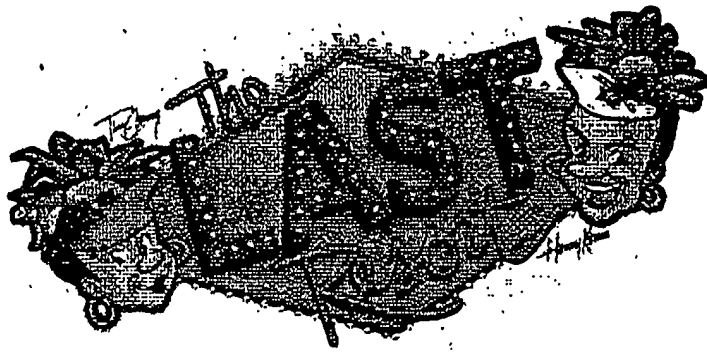
Other games to be introduced include **Atlantica** (based on the lost world of Atlantis); **Clewing Around** (a circus-themed game with animated characters);

I.C. Cash (a follow-up to yet another popular Atronic brand);

Wave Watchers (with a tropical theme); **Beach Patrol**; **Ghost Hunter** (full of cute ghostly characters); **Dress Maker**; **Sign of the Zodiac**; **Baboooshka** (themed around those Russian dolls, with a whopping 60 ways to win the jackpot); **Beetlemania**; and **Typhoon Lagoon** (which allows you to choose your bonus—up to 200 credits times the line bet or 20 free games).

Finally, for those who like to think and play big, Atronic will be showing off its **Titan** slot, the industry's first fully functional oversized video slot, geared toward dollar players.





Bally Gaming and Systems

Bally Gaming, celebrating its 70th anniversary, plans to unveil dozens of new game titles at G2E, including a new wide-area progressive link designed to complement its popular Thrillions wide-area progressive system.

Perhaps the most exciting new product is **Cash For Life**, a wide-area progressive link that offers players the opportunity to win \$1,000 a week for the rest of their lives! The game will be featured on both reel-spinning and video platforms, and players will be able to vie for the top progressive reward across different denominations.

"Cash For Life is truly a breakthrough concept that will revolutionize the way players can win a top progressive award," says Mickey Roemer,

Bally Gaming and Systems' senior vice president of game development and sales. "Who wouldn't want to get a check for \$1,000 in the mail each and every week for the rest of their lives?"

The first marquee game to feature the Cash For Life progressive is yet another slot based on a popular game show: **Concentration**, which challenged contestants to remember and then match key parts of a puzzle for prizes. Several anticipated versions of "Cash For Life" will feature well-known game show host Bob Eubanks.

G2E will also see the release of a follow-up to Bally's sultry **Playboy** slot. The EVO HYBRID version of the Playboy video slot will feature a 15-inch touch-screen liquid crystal display (LCD) positioned directly above the reels.

A new reel-spinning slot entitled **Joker's Wild** and an EVO VIDEO game called **Last Resort** will star the much-loved comedy duo of Tim Conway and Harvey Korman from the historic *Carol Burnett Show*.

Then there's a new EVO



VIDEO slot featuring everyone's favorite sailor, **Popeye**. The Popeye Ship Wheel Bonus promises a rapid-hit progressive jackpot and faster game play, designed to increase game time on the device. In addition, a new 27-coin version of the original Popeye EVO VIDEO slot will be showcased, along with three new Popeye-themed reel-spinning progressive slots: Popeye Bonus Frenzy, Popeye Spinach Bonus and Popeye Super Scatter.

Mr. Magoo, **Richie Rich**, legendary pianist **Liberace**, **Frankie and Annette**, **Ray Charles**, and the popular title, **Winning For Dummies**, are some of the other exciting licenses Bally has secured. They'll all be showing up in both reel-spinning and video slots.

International Game Technologies

The leader in slot manufacturing, IGT, is pulling out all the stops at this year's G2E, showcasing more than 70 new products, including a new **Wheel of Fortune** video slot.

"Every year, I say that we'll outdo ourselves in the number and quality of new games introduced at G2E. And the fact is, we do," says Joe Kaminkow, vice president of product design.

New products include slots based on country music legend **Kenny Rogers**, and the hit '60s sitcom, **That Girl**.

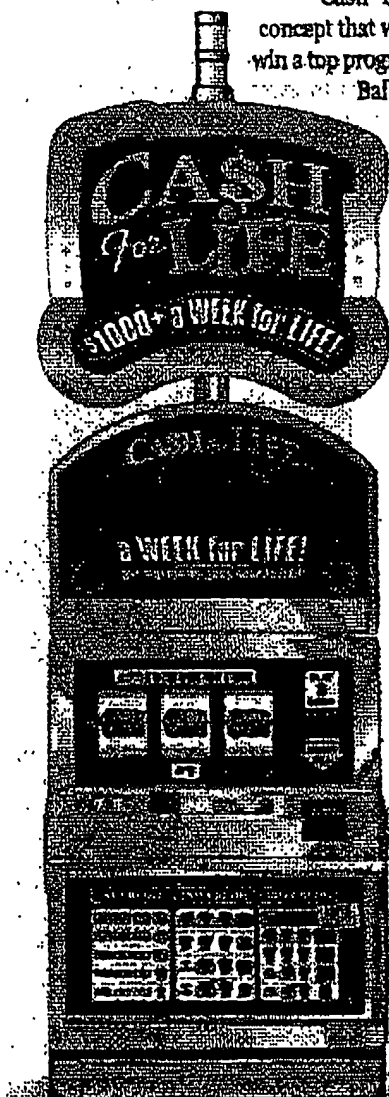
One of IGT's product highlights at the show will be the new progressive "pod" concept. With so many themes, and so many MegaJackpots in its arsenal, the idea is a natural: Group those progressive games with similar themes into a single progressive network. The first games in the **Spooky Slots** pod are The Addams Family Cousin It, Elvira Mistress of the Dark, and Young Frankenstein machines. The **Famous Games** pod will include UNO and Magic 8 Ball machines. The **Beverly Hillsbillies** (IGT's first MegaJackpots penny wide-area progressive) and **M*A*S*H** machines will be the first games in the **TV Hits** pod. And the **Game Show Greats** pod will initially include Sale of the Century machines.

"We've greatly expanded our MegaJackpots machine offerings to keep the product line fresh and exciting," says Ed Rogich, vice president of marketing. "But we've also got a very strong lineup of standard games, which are sold outright, to show off this year."

Among those are such creative titles as **Mucho Dinero**, **Magic Mirror**, **Triple Double Five Times Pay**, **Totally Puzzled**, **Happy Camper**, **Hexbreaker**, **Antique Appraisal**, **Phone Tag** and **Buffet Mania**.

M*A*S*H
VIDEO SLOTS

**HAPPY
CAMPER**



In addition, a new multigame video poker machine will debut: **Spin and Hold** will combine Action Gaming video poker technology with proven IGT slot themes like Wild Cherry, Little Green Men and Double Diamond. In this hybrid, players wager as they would on a Triple Play Draw Poker game and get a bonus spin. When they've seen the result of the spin, they can "hold" symbols as in a video poker game and then choose to respin to improve the outcome of their "hand."

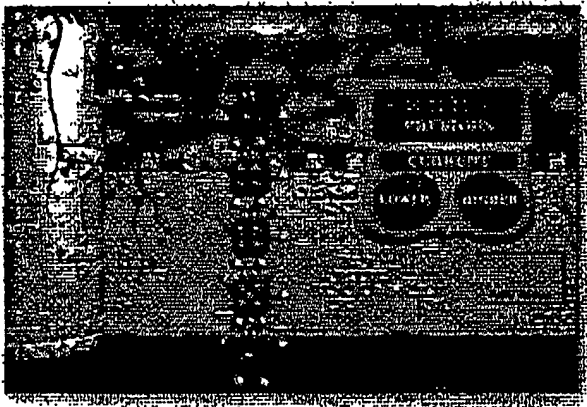
Mikohn

It can be said that Mikohn truly revolutionized slot play with its development of strategy-based bonus games, such as those seen in the company's Yahtzee and Battleship slots, and with the first knowledge-based slot, Ripley's Believe It or Not! Adventures in Trivia.

This year, Mikohn is following it up with **Ripley's Believe It or Not! Treasures of the World**. Here, players will find even more intriguing trivia, which will directly affect how much they win. In addition, a highly interactive "Treasures of the World" feature allows players to venture from continent to continent in search of a treasure worth 7,000 times their bet!

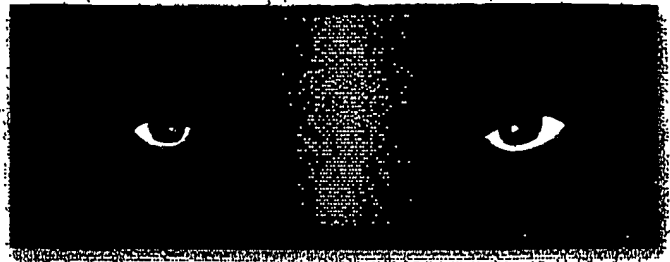
The company is also taking the trivia genre to the limit with **Trivial Pursuit Easy As Pie**. Players can customize the game to their favorite category, not only with on-screen graphics, but with overall presentation. The primary "Easy As Pie" bonus offers generous multipliers and a random selection of category, after which the player attempts to answer a multiple-choice question. A secondary "Favorite Trivia" bonus lets the player choose his favorite category.

Meanwhile, from the popular Yahtzee series comes **Yahtzee Looking For Love**, in which Mr. Pips, the colorful die character,



meets his counterpart, Ms. Pips. The object of the primary bonus rounds is to successfully connect the two. If the player is successful in hooking up the couple, the "Honeymoon Bonus" is awarded. Another new twist has been added to Yahtzee: the Ones are wild, substituting for any other die value.

Finally, the company is unveiling **Wink's Survey of America**, another knowledge-based slot. Venerable game show icon Wink Martindale serves as host. For the development of the game, "actual" Americans were asked survey questions. The slot player is taken into a game show experience, where they have the opportunity to answer real survey questions and see how their answers compare to those of America at large. Generous awards await the player who "thinks like an American."



Shuffle Master

The big buzz at Shuffle Master is **Budweiser**. The manufacturer has secured the license to all things Bud, and the result is a slot that is truly a reflection of American pop culture.

"It features the great icons of Budweiser," says Senior Vice President Brooke Dunn, "including the infamous frogs, 'Bud,' 'Weis,' and 'Er,' and 'Frank' and 'Louie,' the two lizards. We have the comedy of Frank and Louie in it. We recorded the actual characters who play Frank and Louie in the commercials and we had them do voiceovers for the slot machine."

"The graphics that we've used are state-of-the-art and they are as close to an exact duplicate of the swamp scenes in the commercials as you can possibly get. We really, truly believe that we've pushed the envelope of graphics to the max."

But the presentation is going to be equally as stunning, according to Dunn. "The big thing is, we're putting the game into a nine-foot bottle. So the game cabinet is an exact replica of a Budweiser bottle. Casinos will be putting in six-packs and twelve-packs of these games, with these huge bottles. They're just stunning."

That's not all Shuffle Master is doing. The company also has licensed all 3,500 characters in the Marvel Comics series. The first slot to be based on a comic book hero will be **Spiderman**. It will be followed up with **The Incredible Hulk**.

"It's all done in a comic book-type of arena," says Dunn. "In other words, they speak with the bubbles. It's a match of a comic book."



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